

**CREIGHTON UNIVERSITY
MARKETING AND COMMUNICATIONS
STANDARD OPERATING PROCEDURES**





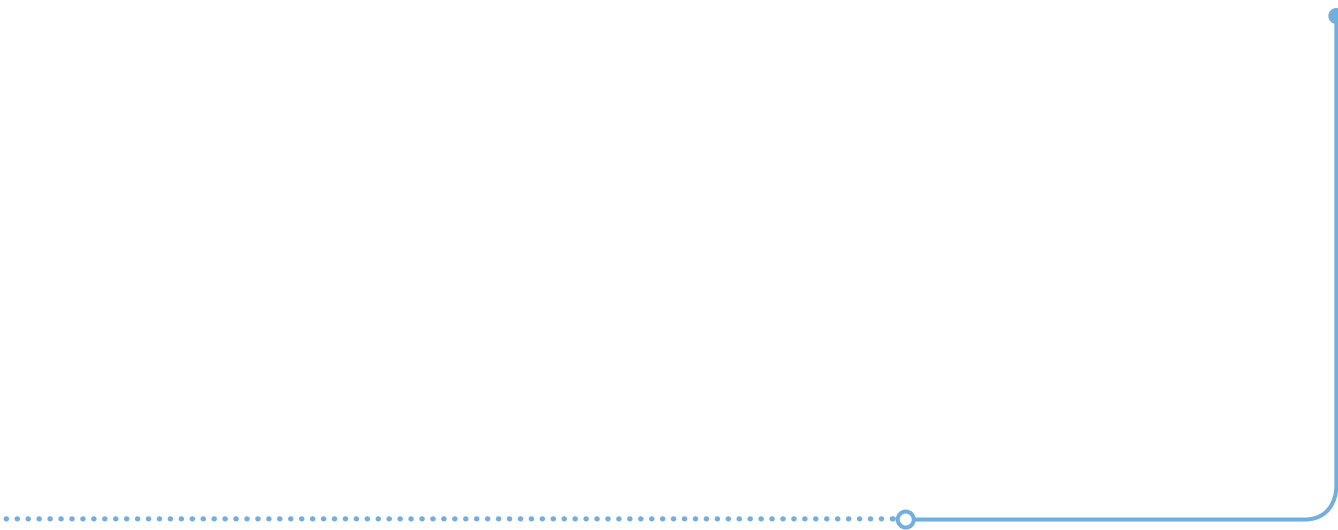
Standard Operating Procedures (SOPs)

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MC01: Marketing

Purpose

The purpose of this SOP is to establish the general guidelines for requesting marketing assistance.

Scope

This SOP offers general guidelines of how the campus community can expect to work with the marketing team, including requesting work, using templates and media buys/placements.

Audience

Campus community including all faculty, staff and students.

Steps

1. Requests for marketing support should begin with a marketing project brief or speaking with the marketing strategist assigned to your area.
2. Marketing leadership will review the form to determine how we are able to assist you and will respond within three business days on next steps.
3. Upon submission of a project brief, the marketing project manager or marketing strategist will serve as your primary liaison throughout the marketing effort.

Responsibilities and Requirements

1. Marketing and Communications is here to assist you in your work, and to provide professional recommendations, which may include guidance on adhering to Creighton brand standards.
2. The project brief should be submitted at least 20 business days in advance of the first deliverable.
3. It is the responsibility of the requestor, with the assistance of Marketing and Communications, to establish goals and be the driving force for projects. It is also the responsibility of both parties to meet agreed-upon deadlines and communicate any changes in deadlines well in advance.

Toolbox

All projects should be initiated through a marketing project brief, which can be found at creighton.edu/marketing.

FAQ: Marketing

1. What is Marketing?

Marketing is more than creating brochures, postcards and videos. It's about knowing who your audience is and understanding the best tactics for talking to them. Marketing and Communications is here to help with the entire marketing process, from gaining a better understanding of your audience, to developing a strategy to reach them and then implementing the tactics dictated in that strategy.

2. Does my unit have a marketing and communications plan? How do I request one? What is MarComm's role in creating the marketing plan?

Each plan will be unique and will come from either your unit's marketing strategist or a project brief. The Marketing team works with campus partners and external vendors for large marketing plans. Visit creighton.edu/marketing for more information.

3. What are examples of work Marketing can assist me with?

Marketing can assist you throughout the marketing process from strategy development through the execution of the strategy. Examples of execution include: advertisements, newsletters (digital and printed), video production, photography, social media, etc.

4. Are there any templates available for me to use?

Marketing is developing templates for items such as postcards, invitations, brochures, posters and flyers that can be used by individuals across campus. To request use of one of these templates, please contact the Marketing Project Manager, Patrick O'Malley.

5. I'm interested on buying an ad; how do I proceed?

The first step is to submit a marketing project brief which will help us better understand your request, goals, timeline, etc. After submitting the marketing project brief, we'll work with you to determine the best way to create, purchase and place the ad (if you have purchased this or similar ads in the past, we'll rely on you to execute the buy). Even if we do not ultimately create or place the ad, Marketing does need to review it.

Contact Person or Team

Marketing Project Manger – **Patrick O'Malley, patrickomalley@creighton.edu, 402.280.3236**

Website

creighton.edu/marketing

MC02: Communications and Public Relations

Purpose

The purpose of this SOP is to establish the general guidelines for requesting communication and public relations assistance.

Scope

This SOP offers general guidelines of how the campus community can request assistance from the communications and public relations teams (includes video/photography services).

Audience

Campus community, which includes faculty, staff and students.

Steps

1. The Office of Marketing and Communications currently manages various print and electronic vehicles for communicating with the University's diverse audiences.
2. For assistance with campus communications projects, contact the director of campus communications. For assistance with alumni, donor, or other communications projects, contact the director of communications (see below for contact information).
3. For assistance with public relations, contact the director of public relations. This could include public relations training, development of strategy and assistance in working with the media (see below for contact information).
4. If you can't reach someone immediately, for non-emergency inquiries we will reply to your inquiry within three business days.

Responsibilities and Requirements

Marketing and Communications is responsible for assisting faculty, staff and students with their internal and external communications and public relations strategy. Campus partners work in collaboration with the communications and public relations teams to determine the overall goals, communication objectives, key audiences and messages, and the communication vehicles that can best deliver on those goals.

Toolbox

Marketing/Communication Project Brief:

<https://creightonweb.wufoo.com/forms/cu-marketingcommunication-project-brief/>

Photography Request Form:

<https://creightonweb.wufoo.com/forms/photography-request/>

See FAQ below for more information.

FAQ: Public Relations

1. I have a story that I think the media may be interested in. What do I do?

Contact Cindy Workman, interim director of public relations, as soon as possible.

2. A member of the media has contacted me on a story. What should I do?

Contact Cindy Workman, interim director of public relations, as soon as possible. Note that news media turnaround tends to be the same day.

FAQ: Communications

1. I want people on campus to know about my upcoming campus event, news or story. What do I do?

A good place to start in publicizing your event is Creighton Today, the University's primary internal communications vehicle. Creighton Today is online at creightontoday.com, and is updated daily. You can also sign up to receive daily email reminders from Creighton Today, which feature headlines of the day's news and events and links to the accompanying information. Visit the website to subscribe.

To submit items for publication, visit the website and click on "submit an item" in the upper right-hand corner. The deadline for submitting an item is 11 a.m. the workday prior to publication. Items must be related to Creighton events and news.

If your event is open to the public, please email event details to the director of media relations at least two weeks prior to the event date.

2. How do I share news I have received about a Creighton alumnus/alumna?

If you receive news about a Creighton alumnus/alumna (job promotion, wedding, etc.), please share that information with alumdata@creighton.edu. This information is then entered into Advance, the University's central database for all information about Creighton alumni, and can also be considered for inclusion in Creighton publications.

You can also encourage alumni, current students, faculty/staff and donors/friends to share positive outcomes of their CU experience through the testimonial form at:

<https://creightonweb.wufoo.com/forms/creighton-testimonials/>.

3. Our department would like to develop a newsletter. What is the process?

Before settling on a communications tool, we advise that you meet with the communications team to develop a communications strategy – which includes your goals, communication objectives, and your key audiences and messages. We can then recommend a tool – or set of tools – to meet your needs. To begin that conversation, we ask that you complete a Marketing/Communication Project Brief, found on the Marketing and Communications website at creighton.edu/marketing and then by clicking “Start a Project.”

4. Do I capitalize “vice president,” is it Blue Jays or Bluejays and how do I punctuate addresses?

Good questions! All those – and more – are answered in the **University’s Editorial Style Guide**. The guide helps keep our writing style consistent across departments and areas – leading to a more professional presentation. You can download the guide at:
creighton.edu/marketing/universitycommunications.

5. How do I get a list of email or postal addresses to send a communication to alumni?

Alumni mailing lists are ordered through Advancement Services in University Relations. A request form is available online at creighton.edu/doit/ea/ur. Please allow time for a review of your communication. Marketing and Communications reviews all communication before an alumni mailing list is released through Advancement Services. Do not maintain or use your own “shadow” database for alumni communications; Advance is the only database of record.

6. I need design/photography/videography assistance. Whom do I contact?

Your request for design or videography work should begin with completing a Marketing/Communication Project Brief. The brief can be found on the Marketing and Communications website, creighton.edu/marketing and then by clicking the “Start a Project” button.

To request a photographer for a photo shoot, complete the photography request form at:
<https://creightonweb.wufoo.com/forms/photography-request/>

Contact Person or Team

Interim Director of Public Relations – **Cindy Workman**, cworkman@creighton.edu, 402.280.2969

Director of Communications – **Rick Davis**, richarddavis@creighton.edu, 402.280.1785

Interim Director of Campus Communications – **Lauren Ulrick**, LaurenUlrick@creighton.edu, 402.280.3820

Website

creighton.edu/marketing/universitycommunications



MC03: Event Management

Purpose

The purpose of this SOP is to establish the procedure for requesting support from Event Management.

Scope

This SOP offers guidelines of how to initiate a project or request assistance from Event Management.

Audience

This information is for the campus community.

Steps

1. Fill out and send in the Marketing/Communications Project Brief.
2. Marketing will review the form to determine how we are able to assist you and will respond within three business days on next steps.
3. All projects are placed in a queue and prioritized based on institutional goals.
4. Event Management will contact you to schedule a meeting or conversation (i.e., a discovery session) to discuss your event and establish goals.
5. Based on the discovery session, Event Management will develop a strategy and concept to help you reach the established goals.
6. Once the strategy and concept are finalized, a task timeline will be created and executed by the responsible parties.
7. Following the event, a meeting or conversation will be scheduled to de-brief, determine areas of success and future opportunities.

Responsibilities and Requirements

Event Management is responsible for developing event concepts, strategy and objectives that support the University's strategic goals. The event management team and our campus partners will work together to define the purpose, audience and objectives for the event and explain how the objectives align with the University's goals.

Event Management provides consultation on events and, depending on priorities and the schedule of events, also provides assistance in planning and execution of events.

When Event Management and you are working as a team in planning and executing an event, each party is responsible for completing tasks per the agreed upon task timeline, and communicating same, especially when tasks are dependent on the completion of other tasks.

Toolbox

An event planning guide, checklist and day of schedule are available on the Event Management website and can be accessed at creighton.edu/marketing/eventsmanagement.

FAQ: Event Management

1. What does the MarComm Event Management Unit do?

The Event Unit is responsible for planning specific annual and ad hoc university events. The largest of these being the University Commencement ceremonies held in the spring. In addition to coordinating Commencement, the Unit gathers all commencement-related event information, such as pinning and hooding ceremony details, and provides a schedule and additional information for the website and printed flier.

Other events managed by the Event Unit include but are not limited to: Founders Week Convocation, the Faculty and Staff Years of Service Award Recognition and annual events hosted by the Jesuit Community at Creighton.

We partner with other departments on campus for: presidential farewells, inaugurations, University anniversaries, ceremonies and events featuring academic processions. The Event Unit assists Alumni Relations and Donor Relations with their local and regional events on an on-going basis.

2. Why does the Event Unit manage some events and not others?

The primary responsibilities of the Event Unit include assisting with University-wide events and ensuring that University events are successful. We are happy to review your plans, and can assist you in identifying the goals for your event and the best way to achieve those goals for a successful event. We also strive to ensure your use of appropriate University branding in your messaging and visual elements. Event planning tools can be found on our website at creighton.edu/marketing/eventsmanagement.

Contact Person or Team

Event Management Team – UnivEvents@creighton.edu

Website

creighton.edu/marketing/eventsmanagement

MC04: Web Strategy

Purpose

The purpose of this SOP is to establish the general guidelines for working with Web Strategy.

Scope

This SOP offers general guidelines of how to initiate a project or request work from the Web Strategy team.

Audience

Campus community.

Steps

1. To initiate a web project, contact your marketing strategist or fill out the Marketing Project Brief. If you need help with web edits or updates, please complete the web work request.
2. Marketing and Communications leadership will evaluate the scope of the project based on the submitted brief and respond within three business days with next steps.
3. The project will be placed in a queue and prioritized based on institutional goals.
4. Web Strategy will contact you to schedule a meeting to review project scope and draft a schedule.
5. Project kicks-off with a discovery session.
6. Based on the discovery session, Web Strategy team will develop a strategy and the initial design concepts.
7. Once the strategy and design concepts are finalized, the team will execute. This may include design, development and/or content work.
8. The Web Strategy team will test and then implement the work.
9. Web Strategy will provide ongoing guidance on content and SEO best practices.

Responsibilities and Requirements

In general, Web Strategy is responsible for:

- Helping set and implement the University's digital strategy, including solving communication needs across digital channels.
- Supporting social, digital advertising, email, SEO and ongoing web maintenance.

- Answering questions and helping campus partners make data-driven decisions leveraging insights from web analytics.

We can also provide content strategies, content audits, information architecture and content creation.

To facilitate a successful project, Web Strategy and the project requestor will collaborate to define objectives, audiences and goals before beginning tactical work. We will also collaborate to ensure we have proper assets, source information and feedback according to the timeline agreed upon.

Toolbox

Marketing Project Brief: <https://creightonweb.wufoo.com/forms/cu-marketingcommunication-project-brief/>

Work Request Form: <https://creightonweb.wufoo.com/forms/creighton-web-work-request/>

FAQ: Web Strategy

1. Why can't you work on my site now?

It will take some time before every site can be migrated to the same content management system, and we ask for your patience. We know that every department, center, institute and group on campus contributes to Creighton in some way. In line with the strategic plan, we must prioritize projects according to their impact on enrollment and revenue.

This means that the Web Relaunch projects will prioritize:

- Colleges and Schools
- Admissions
- Giving

We will also continue to prioritize deadline-driven digital marketing campaigns that have a potential impact on enrollment and revenue. Once the initial Web Relaunch projects are complete – most likely by the end of 2015 – the team will continue working through sites until all sites are migrated to the Drupal 2.0 platform. Throughout the process, Web Strategy will work with leadership across campus to understand and prioritize needs. Check Creighton Today for the latest updates about Web Relaunch projects.

2: How do I request web maintenance or updates?

Simply fill out a Work Request Form.

3: How do I request web editing access and/or training?

Simply submit a Web request form or contact the **DoIT Training Team at 402.280.3688**.

4: How do I request analytics/ data/ reporting for my website?

Simply submit a Web request form with the URL for the site that you'd like data about, the timeframe for which you'd like to see the data, and an explanation of what question you're trying to answer or need you're trying to fill. Our team will then develop a report and email it to you. We can also set reports to run automatically, if you'd like to see data at regular intervals.

Contact Person or Team

Interim Director of Web Strategy – Christine Hughey, webmarketing@creighton.edu

Work Request: <https://creightonweb.wufoo.com/forms/creighton-web-work-request/>

Website

creighton.edu/web



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